

## CLAIMS

1. A terminal device for designating business based on contents containing a layered system with an aggregate of said contents as the unit thereof and having the designation of said business described therein, comprising:

aggregate output control means for controlling the output of said aggregate based on an event response control program associated with said aggregate, which contains said contents being reproduced, among said event response control programs having described therein a command for an event and associated with each of said aggregates, and in correspondence with said event;

contents reproduction control means for controlling the reproduction of said contents contained in said aggregate based on ordinal data associated with said aggregate, for which the output thereof has been designated with said aggregate output control means, among said ordinal data having described therein the reproduction order of said contents associated with each of said aggregates; and

transmission control means for controlling the transmission of the business condition information indicating the condition of said business to a contents provision device for providing said contents based on said event response control program associated with said aggregate containing said contents being reproduced, and in correspondence with said event.

2. A terminal device according to claim 1, wherein said business condition information contains at least either contents reproduction condition information indicating the reproduction of said contents, or acquisition condition information acquired internally or externally thereof.

3. A terminal device according to claim 2, wherein said acquisition condition information contains at least either event information indicating the acquired event, or sensor information acquired with a sensor.

4. A terminal device according to claim 1, further comprising a sensor for acquiring the sensor information contained in said business condition information.

5. A terminal device according to claim 1, further comprising first memory control means for controlling the memory of said business condition information.

6. A terminal device according to claim 1, wherein said aggregate output control means controls the output of said aggregate based on said event response control program associated with said aggregate containing said contents being reproduced, and said event response control program associated with said aggregate of the ancestor of said aggregate containing said contents being reproduced, and in correspondence with said event.

7. A terminal device according to claim 1, further comprising reproduction means for reproducing said contents based on the control of said contents reproduction control means and in correspondence with the type of said contents.

8. A terminal device according to claim 1, further comprising event generation means for acquiring the outside status and generating said event.

9. A terminal device according to claim 1, further comprising second memory control means for controlling the memory of said contents, said event response control program, and said ordinal data.

10. A terminal device according to claim 1, wherein said transmission control means further controls the transmission of the request of said aggregate, for which the reception thereof has been designated from said aggregate output control means, to said contents provision device for providing said contents; and the terminal device further comprises:

reception control means for controlling the reception of said contents belonging to said requested aggregate provided by said contents provision device, as well as said event response control program and said ordinal data associated with said requested aggregate.

11. A terminal device according to claim 1, wherein said aggregate output control means rewrites said ordinal data.

12. A business designation method for designating business based on contents containing a layered system with an aggregate of said contents as the unit thereof and having the designation of said business described therein, comprising:

an aggregate output control step for controlling the output of said aggregate based on an event response control program associated with said aggregate, which contains said contents being reproduced, among said event response control programs having described therein a command for an event and associated with each of said aggregates, and in correspondence with said event;

a contents reproduction control step for controlling the reproduction of said contents contained in said aggregate based on ordinal data associated with said aggregate, for which the output thereof has been designated in said aggregate output control step, among said ordinal data having described therein the reproduction order of said contents associated with each of said aggregates; and

a transmission control step for controlling the transmission of the business condition information indicating the condition of said business to a contents provision device for providing said contents based on said event

response control program associated with said aggregate containing said contents being reproduced, and in correspondence with said event.

13. A recording medium having recorded thereon a computer readable program, which is a program for business designation processing for designating business based on contents containing a layered system with an aggregate of said contents as the unit thereof and having the designation of said business described therein, said program comprising:

an aggregate output control step for controlling the output of said aggregate based on an event response control program associated with said aggregate, which contains said contents being reproduced, among said event response control programs having described therein a command for an event and associated with each of said aggregates, and in correspondence with said event;

a contents reproduction control step for controlling the reproduction of said contents contained in said aggregate based on ordinal data associated with said aggregate, for which the output thereof has been designated in said aggregate output control step, among said ordinal data having described therein the reproduction order of said contents associated with each of said aggregates; and

a transmission control step for controlling the transmission of the business condition information indicating the condition of said business to a contents provision device for providing said contents based on said event response control program associated with said aggregate containing said contents being reproduced, and in correspondence with said event.

14. A program for making a computer execute business designation processing for designating business based on contents containing a layered system with an aggregate of said contents as the unit thereof and having the designation of said business described therein, said program comprising:

an aggregate output control step for controlling the output of said aggregate based on an event response control program associated with said aggregate, which contains said contents being reproduced, among said event response control programs having described therein a command for an event and associated with each of said aggregates, and in correspondence with said event;

a contents reproduction control step for controlling the reproduction of said contents contained in said aggregate based on ordinal data associated with said aggregate, for which the output thereof has been designated in said aggregate output control step, among said ordinal data having described therein the reproduction order of said contents associated with each of said aggregates; and

a transmission control step for controlling the transmission of the business condition information indicating the condition of said business to a contents provision device for providing said contents based on said event response control program associated with said aggregate containing said contents being reproduced, and in correspondence with said event.

15. A contents provision device, comprising:

memory control means for controlling the contents containing a layered system with an aggregate of said contents as the unit thereof and having the designation of said business described therein, and controlling the memory of an event response control program having described therein a command for an event to a terminal device for reproducing said contents associated with each of said aggregates, and ordinal data having described therein the order of reproducing said contents;

transmission control means for controlling the transmission to said terminal device, when said aggregate is requested from said terminal device, of said contents belonging to said requested aggregate as well as said event response control program and said ordinal data associated with said requested aggregate; and

reception control means for controlling the reception of the business condition information indicating the condition of said business to be transmitted from said terminal device.

16. A contents provision method, comprising:

a memory control step for controlling the contents containing a layered system with an aggregate of said contents as the unit thereof and having the designation of said business described therein, and controlling the memory of an event response control program having described therein a command for an event to a terminal device for reproducing said contents associated with each of said aggregates, and ordinal data having described therein the order of reproducing said contents;

a transmission control step for controlling the transmission to said terminal device, when said aggregate is requested from said terminal device, of said contents belonging to said requested aggregate as well as said event response control program and said ordinal data associated with said requested aggregate; and

a reception control step for controlling the reception of the business condition information indicating the condition of said business to be transmitted from said terminal device.

17. A recording medium having recorded thereon a program for making a computer execute contents provision processing, said program comprising:

a memory control step for controlling the contents containing a layered system with an aggregate of said contents as the unit thereof and having the designation of said business described therein, and controlling the memory of an event response control program having described therein a command for an event to a terminal device for reproducing said contents associated with each of said aggregates, and ordinal data having described therein the order of reproducing said contents;

a transmission control step for controlling the transmission to said terminal device, when said aggregate is requested from said terminal device, of said contents belonging to said requested aggregate as well as said event response control program and said ordinal data associated with said requested aggregate; and

a reception control step for controlling the reception of the business condition information indicating the condition of said business to be transmitted from said terminal device.

18. A program for making a computer execute:

a memory control step for controlling the contents containing a layered system with an aggregate of said contents as the unit thereof and having the designation of said business described therein, and controlling the memory of an event response control program having described therein a command for an event to a terminal device for reproducing said contents associated with each of said aggregates, and ordinal data having described therein the order of reproducing said contents;

a transmission control step for controlling the transmission to said terminal device, when said aggregate is requested from said terminal device, of said contents belonging to said requested aggregate as well as said event response control program and said ordinal data associated with said requested aggregate; and

a reception control step for controlling the reception of the business condition information indicating the condition of said business to be transmitted from said terminal device.

19. A business management system constituted from a contents provision device for providing contents containing a layered system with an aggregate of said contents as the unit thereof and having the designation of said business described therein, and a terminal device for designating said business based on said contents;

wherein said contents provision device comprises:

memory control means for controlling the memory of said contents, and controlling the memory of an event response control program having described therein a command for an event to a terminal device and associated with each of  
5 said aggregates, and ordinal data having described therein the order of reproducing said contents; and

first transmission control means for controlling the transmission to said terminal device, when said aggregate is requested from said terminal device, of said contents belonging to said requested aggregate as well as said event  
10 response control program and said ordinal data associated with said requested aggregate; and

wherein said terminal device comprises:

first reception control means for controlling the reception of said contents, said event response control program, and said ordinal data transmitted  
15 from said contents provision device;

aggregate output control means for controlling the output of said aggregate based on said event response control program associated with said aggregate containing said contents being reproduced among said received event response control programs, and in correspondence with said event;

20 contents reproduction control means for controlling the reproduction of said contents contained in said aggregate based on said ordinal data associated with said aggregate, for which the output thereof has been designated with said aggregate output control means, among said received ordinal data; and

second transmission control means for controlling the transmission of  
25 the business condition information indicating the condition of said business to said contents provision device based on said event response control program associated with said aggregate containing said contents being reproduced, and in correspondence with said event; and

wherein said contents provision device further comprises:

30 second reception control means for controlling the reception of said business condition information to be transmitted from said terminal device.

20. A business management method of a business management system constituted from a contents provision device for providing contents containing a layered system with an aggregate of said contents as the unit thereof and having  
35 the designation of said business described therein, and a terminal device for designating said business based on said contents, comprising:

a memory control step for controlling the memory of said contents, and controlling the memory of an event response control program having described

therein a command for an event to a terminal device and associated with each of said aggregates, and ordinal data having described therein the order of reproducing said contents;

5 a first transmission control step for controlling the transmission to said terminal device, when said aggregate is requested from said terminal device, of said contents belonging to said requested aggregate as well as said event response control program and said ordinal data associated with said requested aggregate;

10 a first reception control step for controlling the reception of said contents, said event response control program, and said ordinal data transmitted from said contents provision device;

15 an aggregate output control step for controlling the output of said aggregate based on said event response control program associated with said aggregate containing said contents being reproduced among said received event response control programs, and in correspondence with said event;

a contents reproduction control step for controlling the reproduction of said contents contained in said aggregate based on said ordinal data associated with said aggregate, for which the output thereof has been designated in said aggregate output control step, among said received ordinal data;

20 a second transmission control step for controlling the transmission of the business condition information indicating the condition of said business to said contents provision device based on said event response control program associated with said aggregate containing said contents being reproduced, and in correspondence with said event; and

25 a second reception control step for controlling the reception of said business condition information to be transmitted from said terminal device.